

QUEENSBORO BRIDGE BANE TO MOTORISTS

Conditions There Are Worse
Than Bad, but No Remedy
Is Found.

CALLS FOR ENGINEERING

His non-motoring friend leaned over to him as with a sigh of relief they reached a comparatively smooth piece of cobblestone in the Long Island City plaza after they had clattered, rumbled, tossed, heaved, shook and lurched their way across the Queensboro Bridge, and said: "I should think there were automobilists enough, men of standing in the community, whose homes are out on Long Island and who are forced to use this way of getting home by motor to make a protest in your loud enough to be heard and respected about the continuance of such conditions on this bridge."

"It seemed to me we had pretty nearly reached the limit coming through the side streets on the way to the bridge, but what we encountered there was rougher boulevard and glasslike smoothness to the surface of the bridge. Such another mile or so I don't believe can be found without long search in the neighborhood of this city, even though I understand from my friends who drive that there are some very bad stretches on main highways leading into New York from several points. How do you stand it? Your arms must be fatigued with such driving, and certainly the wear and tear on your nerves must be great, not to mention what it does to the springs and the other vulnerable parts of your car."

"It certainly is outrageous," responded his motoring friend, "and it makes me furiously angry every time I have to make this trip, which is twice a day. Just why something isn't done I don't know. We motorists are, after all, a very tractable lot to stand what we do, but we do stand it and pay the bills for repairs as if we liked it. Those who have tried to find out the reason have been told that the surface upon which the wood block pavement is laid is so shallow to permit of proper foundation for the blocks, and therefore when frosty weather follows a rain the water which has worked its way down past the cracks between the blocks freezes, sending the blocks up into bumps, so that the highway becomes a series of waves. It doesn't take long after this, because the traffic over a surface is so great, for these places to break down again, leaving ridges and depressions in the surface, so that a waffle is as smooth as pancake compared to what results."

"I have thought very often that the argument of the highway engineers, that in charge ought to be able to do something to make conditions better. It seemed to me the other day that inasmuch as this department is not able to meet the conditions, and despite that it is spending large sums of money annually in vain attempts to make things better, why wouldn't it be better to offer a premium or a reward of some sort to highway engineers who would study this problem and come forward with a plan which would put the bridge into condition so that it repairs need not be made every few months. Of course I suppose that there isn't anything in the city charter that permits of this being done, but it seems to me that a great saving would be made this way by cutting off the large amount that is put out in nothing."

"After all these years, with the great improvements in highway engineering that have been made right along, it seems as if this bridge could be tackled by some one and made usable right along, without all the annoyance to motorists that it occasions. It isn't the fault of the wood block pavement, because that lasts all right when laid on the proper foundation. It is the foundation problem that has to be tackled, and it would be hard to imagine any city administration that would encourage gratitude from the motorist side of the community than that which succeeds in making the Queensboro Bridge fit for man and motor."

Asylum Care for Orphan Cars.
The Service Car and Machine Company of Reading, Pa., announces its intention to keep in stock at all times for immediate shipment the various cars and shafts pertaining to many of the choicest or orphan cars now running in the big cities. This is something that the repair men and the garage men, including many owners, have been looking forward to for some time. Stock will be carried at Reading and the various distributing stations throughout the country.

MORE MOTOR THEFTS IN OTHER CITIES

Statistics Show Chicago Away
at Top of "Bad
Eminence."

BOSTON IS LEAST WICKED

New York does not appear to have been the centre of activity of the motor car thief in 1914, to judge from a compilation of figures on this subject made by Insurance Field in its automobile edition. The returns from 153 cities show that 4,361 cars were stolen in the course of the year. Between 20 and 25 per cent. of these thefts were reported from one city alone, Chicago. There 1,415 cars were stolen. Detroit with 894 cars comes next after Chicago. Los Angeles is third with 550 stealings. Spokane, Wash., and San Francisco report 350 thefts each, coming right after Cleveland with 375.

Minneapolis had 311, Philadelphia 273, and then comes New York with 260. Denver 170, Salt Lake City 132, Kansas City 108 and Washington, D. C., 107, are others in the three figure list. Boston appears to be a very honest community, because only 27 cars were reported stolen in the year. Providence had 75 and Council Bluffs, St. Paul and Grand Rapids all had more than that.

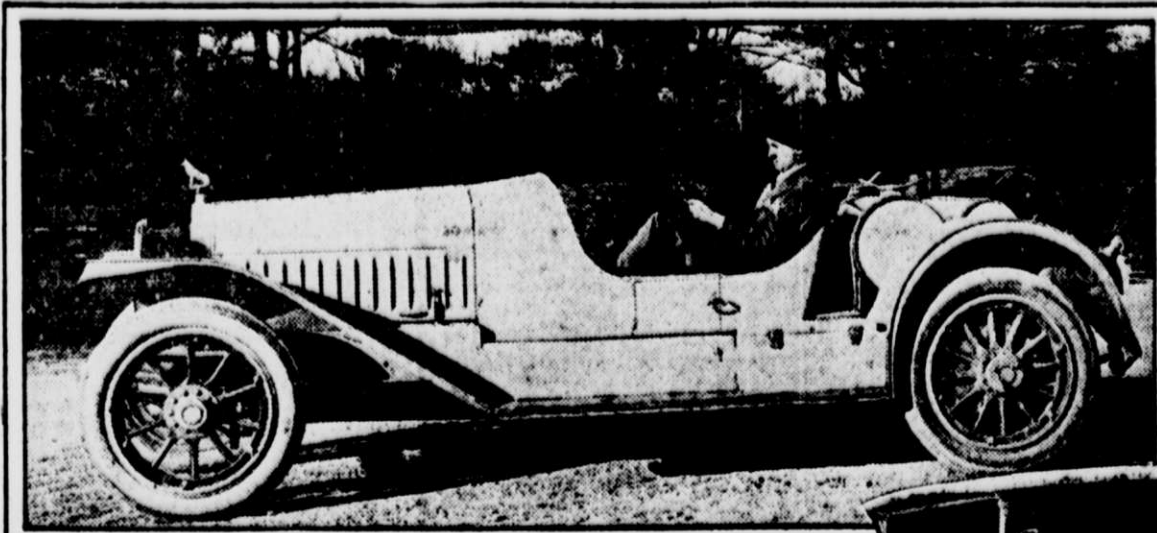
The statistics on some other points gathered by the insurance publication are interesting. For instance, more than \$7,000,000 was collected in premiums issued by fire and marine companies on cars, and the forty-nine companies which did this business paid out about \$3,700,000 in losses in the year. Casualty companies collected more than \$15,000,000 for property damage insurance premiums. The returns for liability insurance, a most expensive category, have not been collected, but this would hardly be less than for fire insurance. Just to show what may be expected the article quoted says: "That the business is susceptible of great development is proved, in that last year license fees alone amounted to \$11,825,255. Premiums should total many times that figure."

Motorists certainly pay high for motor car insurance. Rates run away up, and there appears to be little relief in sight. It is true that in the early part of last year some companies in order to help along their business made concessions in rates, but this was choked off after a fight that cut into some of them seriously. There is just a chance that this spring will see another rate war. This comes about, the insurance publication says, because "during the late fall charges were frequently made that various companies were offering reduced rates and the records of those States wherein the filing of rates are required show that certain companies have broken away from the agreement and are at this time offering at reduced rates. The various forms of inducements seem to have been eliminated, however, and it is hoped that the new rates, issued by the Workmen's Compensation Bureau as of March 1, 1915, in so far as new business is concerned, and of April 1, 1915, as to renewals will be generally observed."

Muller in the Garage Business.

J. P. Muller of J. P. Muller & Co. says: "As a motorist for years having travelled Long Island roads, a few months ago I became impressed with the fact that the building of the new Queens highway will furnish unlimited opportunity for the care, storage and maintenance of thousands of cars. Believing that a thoroughly up-to-date modern garage should be situated along such traffic route, with associates I incorporated the Thoroughfare Garage Co., Inc., of Elmhurst, which on April 1 opened up a two-story brick and concrete garage at the corner of Queens and Paris boulevards in Elmhurst, Long Island, with a night and day twenty-four hour service the year round. The building has over 5,000 square feet of floor space and has storage facilities for fifty cars, together with a modern equipped machine shop with repair department and a well stocked store room for supplies, tires and all accessories."

HIGH GRADE CARS THAT FIND NEW OWNERS



Here is Vernon Castle at the wheel of the Marmon 41 which Frank Carrie sold him. Nobly we suppress any attempt to make us say, "Pedestrians, watch your step."

HOW QUANTITY WORKS.

Means Quality When Applied to Production.

The significance of quantity production is often overlooked by those who have not made a study of the subject. The idea is still sometimes current that manufacturers are unable to make an article in large quantities and still uphold the quality of their product. In reality quantity production enables a manufacturer to put the highest grade of workmanship and materials into an article and yet sell it for a price which those who produce the same article in small numbers are unable to meet.

This is logically explained by an official of the Stewart Warner Corporation, Chicago, whose big factory is now turning out more than 1,000 Stewart warning signals a day.

"Let me cite an example of what quantity production means," he says. "Suppose a certain new piece of machinery equipment required for building warning signals means an expenditure of \$10,000. This expense would mean \$1 an instrument to the builder of 10,000 signals, while to us, who build more than 1,000 daily, it means only two or three cents."

"The same argument applies all the way through manufacturing. The man who buys in large lots always gets a concession on the price."

"In the case of this company big

Almost porcelain white is this Locomobile, just shipped to Cuba for Senor Pelayo. Special imported enamel was used on the body. The interior is upholstered in pigskin. The roof is made of joined slats of selected and polished Cuban mahogany. Steering gear, door handles, lamp brackets, and other exterior metal fittings were finished in the porcelain enamel, and the tire covers at the rear are made up especially in a white fabric.

where pressure upon the gearing tends to shift it out of alignment.

"The bracket which holds our signal is doubly supported and the hardest usage cannot work the horn loose. A single supported bracket will weaken and rattle within a few days after purchase. We also make this bracket with a double swivel so that it can be mounted to fit any car and yet allow the signal to be so adjusted that it points directly ahead."

"first year" cars in the sense of being undried. They are giving the utmost of service with the least of trouble."

AXAX-GRIEB HOST TO ORPHANS.

If the plans are successful which are now maturing under the direction of the Orphans Automobile Day Association of New York the orphan children of

RED TIRES VS. FRICTION.

Get Barely Warm, It Is Said, Under Tests That Blister Other Tires.

Friction is generally recognized as one of the major tire troubles. There are several reasons for friction, the chief of which is, of course, high speed. Heavy loads, winding roads and wheels out of alignment all contribute to generate friction which tends to draw the life and resiliency from the tire.

Tire makers have often experimented in an effort to produce a tire that would offer greater resistance to friction. The Empire Rubber and Tire Company of Trenton, laid plans to make a tire of red rubber to be a poorer conductor of heat by 50 per cent. than the materials of other tires. Factory tests made on

Hit This Sign: Get an Overland

WHEN the curtain was raised on the 1915 National League season on Wednesday at the Polo Grounds ball fans and players were treated to a new one. Out in left field flared a forty foot sign proclaiming that the first New York player who hits it with a fly ball is to be presented with a brand new Overland car.

C. T. Silver, president of the Overland distributing company, is the man who hit on this plan to stimulate the New York players in their "swatfests." The distance of the big sign from the home plate is 394 feet, and there is every likelihood of one of New York's big hitters pulling down the Overland car which is offered, according to the baseball writers on the New York dailies, whose opinion Mr. Silver sought.

Mr. Silver's offer officially is as follows: The first New York player who hits the Overland sign with a fly ball during a championship game during the season of 1915 will get a present of a new Overland automobile. The offer is a sporting proposition without any strings attached to it, and the decision is to be left to the baseball reporters on the metropolitan papers.

barely warm, while other tires tested at the same time were fairly blistered. The Empire tire was found to be as fast as he chooses without constant fear of blowouts or shredded treads that usually result from continued hot driving.

Freedom from friction's destruction lengthens the life of Empire tires and adds to gain for them the reputation of being possessors of strength, toughness, resiliency and longer wear. The process of vulcanizing turns the rubber into a wear resisting tire without the deterioration chemical usually found in tires. The Empire tread is extra thick and extra mileage is claimed for it by the makers. The tires are sold on a basis of service rather than guaranteed for specified mileage.

CAR OF OWNER-DRIVER IS THE PRESENT THING

Increased Demand for Automobiles Thus Explained,
Says Houpt.

"The automobile of today is made for the man who does his own driving," says Harry S. Houpt, the Mitchell distributor, "and this explains the ever increasing demand for cars. With the coming of the popular priced car the chauffeurs sphere of activity is narrowing and in fact, even among the owners of high priced cars, there is an increasing tendency to get the full fun out of motoring by doing their own driving."

"It has been found that the great percentage of Mitchell cars, particularly in the suburbs, go to men who have no need for chauffeurs, and it is certainly a triumph of American engineering construction that automobiles have reached a point of convenience, safety and reliability that make it possible to convert the inexperienced purchaser into a fairly skilled driver in a few days time."

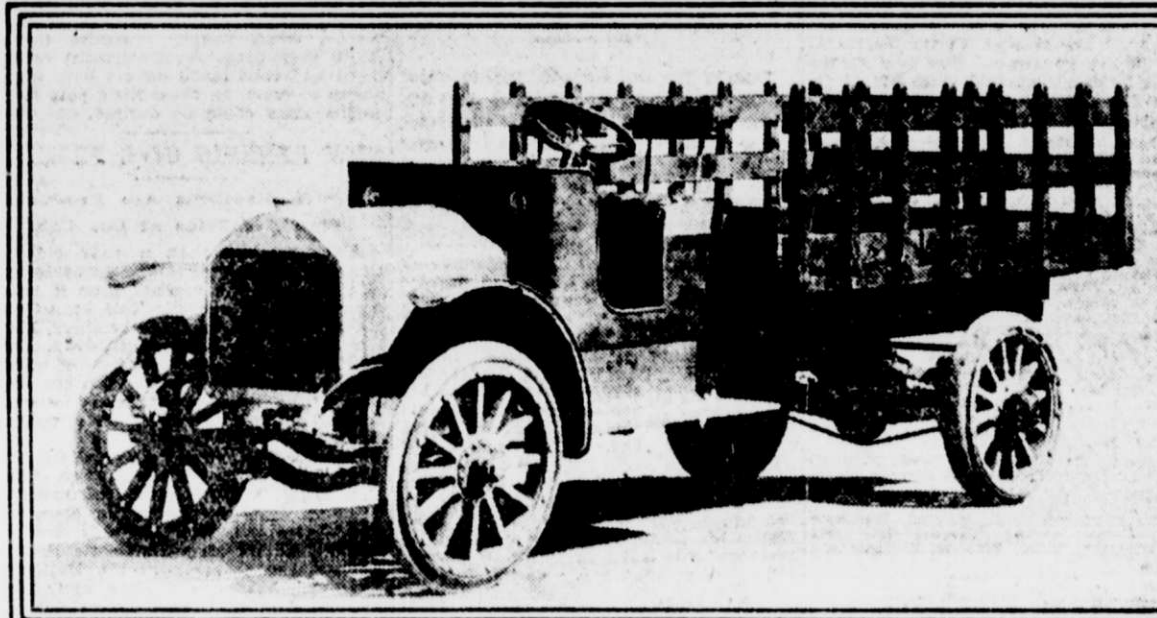
"The Mitchell cars are suited to the man who does his own driving. The cars are good hill climbers and the six will run from two to fifty-nine miles an hour on high gear, thus sparing the driver the annoyance of changing gear. As the springs are low and hung under the rear axle the car turns in a very small radius."

"This up-to-date, ample leg room, a one mile top, electric lights and a self starter also add to the comfort and convenience of the driver. These cars are also very economical in the use of gasoline, oil and tires, which greatly reduces the cost of operation. Back of the car is a chain of service stations backed by one of the most powerful companies of the country, the Mitchell-Lewis Motor Company of Racine.

Cole Booklet on "Eight" Quizzes.

The unusual interest displayed in eight cylinder construction by motorists of the country who are anxious to learn everything possible concerning the multiple cylinder engine has caused the Cole Motor Car Company of Indianapolis to issue a booklet on the Cole-Northway eight cylinder power plant. The booklet is called "Quizzes" and answers on the "Eight" and it takes up and answers almost every question it is possible to ask concerning the eight cylinder motor.

GARFORD NEW TRUCK WORM DRIVE MODEL



Here is a view of the recently announced new model of the Garford Motor Truck Company, a ton and a half worm driven Garford. It is declared that before the first had been completed more than seventy-five orders for the truck had been received at the big Lima factory. Shipments of this one model alone are now going forward at the rate of from three to five a day.

production enables us to use hardened gears in our signals. The gears are mounted in a frame, the shaft of each gear being supported at both ends and running in hardened steel bushings. This construction adds many years of life to the instrument. A set of gears mounted in this way will last much longer than those mounted in a one sided bearing.

REPORT TRUCK ORDERS TOTTALLING \$4,000,000

Jeffery Company Profits by
War Demand and Lowers
Passenger Car Price.

Four million dollars worth of truck orders received in three weeks time. 500 men added to the factory working force, a great organization of mechanics and workmen laboring twenty-four hours a day in three eight hour shifts to produce the Jeffery product, has placed the Jeffery organization at the peak of prosperity in the automobile industry.

Two years ago the company introduced into America the Jeffery four, with a high speed motor, to sell at a moderate price. During the past year the Jeffery company has decided to place within the reach of the people of the United States a four cylinder car at a low price. The Jeffery four is announced at \$1,150. The Jeffery company, instead of offering a bonus, has given a price to the public which places an automobile of fine quality within the reach of every man who previously has had to be satisfied with a cheaper car.

DODGE BROS. CARS SELLING.

Can't Deliver Before May 1, Says William L. Colt.

"There is no letup in the buying interest shown in the Dodge Bros. cars and the outlook is that we shall have reached the limit of our first season's allotment before the spring selling season is fairly on," says William L. Colt of the Colt-Stratton Company, who besides being metropolitan representative of the Dodge Brothers are Eastern distributors of the Cole. "We have begun deliveries in good style and the factory is sending us cars as rapidly as may be, but the countrywide demand has been so keen that the factory is not up to its proposed scale of production and this condition naturally has its effect on our deliveries."

"In fact we are one full month behind the point of immediate delivery. The orders we are taking now call for cars on May 1. It makes no difference whether the full cash accompanies any order we get. The buyer has to wait his turn."

"The cars we have out are performing in masterly style. They are not

this city are due to have the happiest time of their young lives on Thursday, June 3, the day of their eleventh annual outing. The children will be taken in real automobiles to some shady playground where they will play to their hearts' content and have at least one day of unalloyed joy.

Lunch will this year be supplied to each of the 5,000 children by the Ajax-Grieb Rubber Company, makers of Ajax tires. This fact became known when Horace de Lisse, chairman of the board of directors of the Ajax company, dropped in at a meeting of the Orphans Association held last week, and the directors of the Orphans Automobile Day Association, said that his company would be happy to act as host to the little orphans. His offer was unanimously accepted with thanks.

Entry blanks calling for cars and cash donations have been sent to many of the saleswomen along the row, and the directors of the Orphans Automobile Day Association wish it understood that they consider every dealer and salesman in the auto trade a member of the transportation committee, whose chief duty is to obtain as many cars as possible to transport the little ones to their destination on June 3. Entry blanks and information can be obtained at the headquarters, Motor Club, 222 West Fifty-ninth street, New York.

Kor-Ker
Seals
Punctures
Instantly

TRADE MARK
REG. U. S. PAT. OFF.
Always efficient, not a filler, does not hurt tire, 3 to 3 1/2 inch tires, \$5.00 (has set 4 to 4 1/2 in. tires, \$10.00) set for repairing holes and punctures, restores tire, S. G. EBERT, 1123 Broadway, New York.

Unusual Opportunity for men familiar with Morgan and Buick to act as sub-agents. Prompt action desirable.

C. E. P. New York City—To go to

Arrochar, S. I., is not a long trip. Take

South Ferry to St. George. Run on the Cross ferry at Forty-second street, and at top of hill in Weehawken turn right on Hudson County Boulevard. Follow this to end, taking Bulls Ferry road through Ridgfield and Lenox. Turn left for Hackensack. Drive through Suffern, Tuxedo, Harriman, Monroe, Goshen, Middletown, Cuddebackville and Port Jervis to Monticello. It is about 115 miles to Monticello. The road from Monticello leads through the villages of Oakland Valley, Harwood, Merrie Wood and Bridgeville to Klamath.

S. Klopman, Milford, Pike county, Pa. You know the road from Milford to Branchville, N. J. You need not come to New York city to reach Westwood, N. J. The road for you to take is to Patterson, about forty-five miles. This leads through Augusta, Ross Corners, Lafayette, Aderson, Vandyke, Stuart, Monroe, Franklin Furnace and Stockholm to Newfoundland. From Newfoundland go through Smith's Mills, Hiramsville and Pompton to Fairwood. From Fairwood the road is through Hawthorne, Ridgewood and New Milford to Westwood.

S. T. South Brooklyn—You do not say exactly where you want to start from. The best way is to get to Fulton street and follow that to Jamaica. Go to the Peace Monument and follow the side avenue to Queens road. Turn right to Queens and there join the Bayside turnpike. Follow this through Hempstead and Farmingdale to Westwood.

The third route is the same as the second from South Amboy on to get

Golfer, New York City—There are

several roads to Lakewood, where you want to go for the golf tournament. One is by way of Staten Island and the Jersey coast, passing and taking about 25 miles driving. The other is shorter, going by way of Staten Island and Matawan, covering 37 miles. Still a third route offers going by way of Weehawken ferry to Newark and Elizabeth. This is about 72 miles long.

The first named route is from New York to South Ferry, across to St. George, into the Richmond Road, and through Grant City, New Port, Great Kills, Huguenot and Drines Bay to Potomac. There the ferry is taken to South Amboy. The road goes through South Amboy, Morgan station, Keyport, Middletown, Red Bank, Shrewsbury, Eaton Town, Long Branch, Ellerslie, Asbury Park, Asbury, and then to Lakewood. As can be seen this is much more indirect than necessary, because after leaving South Amboy you can turn right with the trolley into Bordentown avenue and go straight on to Chesapeake and Matawan. Passing through Lakewood, Westwood and Marlboro, the road leads through Freshold and Adelphi to Lakewood.

The third route is the same as the second from South Amboy on to get

South Amboy, the Weehawken ferry

is used by the motorist, goes across the Newark turnpike, which is in bad condition, through Newark, Elizabeth and Rahway to Perth Amboy.

Upper Montclair—As good a way as any to go to Upper Montclair is by way of the Weehawken ferry on the hill to Third street and straight back to the Hudson County Park and turn left and follow this to Newark avenue, where turn right down across the Newark turnpike and continue on this to where the Bayside turnpike, a fine road, turns off to the left. Follow this through Kearny (Atlington), North Newark, Passaic, Hill and Roseland to Montclair and Upper Montclair.

Penn. Relay, New York City—To go to Philadelphia for the Pennsylvania racing games on April 23 and 24 either the Staten Island or Newark routes may be used. The directions for Staten Island are the same as for Golfer, given above. From Perth Amboy go straight on South Amboy road, and then turn right into New Brunswick avenue. The road goes through Bordentown and Metuchen to New Brunswick. Then the way is through Franklin Park and Kingston to Princeton, Lawrenceville and Trenton. From that city the road goes over the Delaware River bridge to Camden, Camden Valley, Lumberton, Trappe and Burlington to Philadelphia. The other way goes through Newark and Elizabeth, through Rahway and Bayside to Lakewood and from there to Philadelphia. The former road is 92 miles long. The latter is about 7 miles longer.

Stewart Vacuum Gasoline System

"Always on the job"

A gasoline-feed that is absolutely Automatic

A POSITIVE, even, gasoline-feed under all conditions is what you'll get when you put the Stewart Vacuum Gasoline System on your car.

You won't have to think about getting gasoline to your carburetor any more than you think about the wheels on your car going round. It has been put on 100,000 cars already.

No matter whether your car now has a pressure system, or tank in the cowl, or tank under the seat, you can make it complete, up-to-date and of highest standard efficiency, by installing the

Stewart Vacuum Gasoline System

Put on any Car—Old or New—less than 1 hour 30 DAYS' TRIAL

Try this system 30 days. If it doesn't prove to be the most satisfactory necessary that you ever had on your car, return it and get your money back.

The Stewart Vacuum Gasoline System overcomes all uncertainties and nuisances of other systems, and saves many an expensive trip to the "repairs shop" to correct the numerous troubles due to improper gasoline-feed.

Also saves 15% gasoline

Official A.A.A. tests of the Stewart Vacuum Gasoline System, besides reliability and the experience of thousands of motorists, have proven that this system easily saves 15% and more gasoline.

A ready standard equipment on 91 popular makes of cars. See that it's on the new car that you think of buying.

Have one put on your car today by any dealer,

or at Stewart-Warner Speedometer Co'n.

233 W. 58th Street
New York Columbus 6322

HOW THE EXPOSITION LOOKS FROM THE HILL



The illustration shows a 1915 Maxwell overlooking the Exposition grounds and the bay. The Maxwell Motor Company has a special exhibition at the Exposition and has made arrangements at the exhibit for the handling of all mail for Maxwell dealers and owners who are visiting the Exposition.